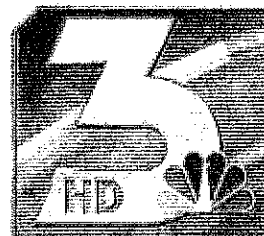


ORDER

KSNV

Orders
Order / Rev: 106602
Alt Order #: 06852462
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2690
Flight Dates: 09/17/12 - 09/30/12
Original Date / Rev: 09/14/12 / 10/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,275.00	\$29,133.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,275.00	\$29,133.75	0.00
Totals	57	\$34,275.00	\$29,133.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$34,275.00
Market	100%	\$114,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$34,275.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$34,275.00
KTUD	0%	\$0.00
KVVU	10%	\$11,425.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWT---	:30	4	\$450.002		0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWT---			4		\$450.00		0.00				

Order / Rev: 106602
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 Flight Dates: 09/17/12 - 09/30/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2690
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	4	\$450.002		0.00	NM	8	\$3,600.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	MTWT---			4		\$450.00			0.00					
Week:		09/24/12	09/30/12	MTWT---			4		\$450.00			0.00					
E 2	KSNV	09/17/12	09/28/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.002		0.00	NM	10	\$5,500.00		
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	MTWTF--			5		\$550.00			0.00					
Week:		09/24/12	09/30/12	MTWTF--			5		\$550.00			0.00					
E 3	KSNV	09/17/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$725.002		0.00	NM	10	\$7,250.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	MTWTF--			5		\$725.00			0.00					
Week:		09/24/12	09/30/12	MTWTF--			5		\$725.00			0.00					
E 4	KSNV	09/17/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.002		0.00	NM	6	\$4,350.00		
WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	M-W-F--			3		\$725.00			0.00					
Week:		09/24/12	09/30/12	M-W-F--			3		\$725.00			0.00					
E 5	KSNV	09/17/12	09/28/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$400.002		0.00	NM	10	\$4,000.00		
FACE TO FACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	MTWTF--			5		\$400.00			0.00					
Week:		09/24/12	09/30/12	MTWTF--			5		\$400.00			0.00					
E 6	KSNV	09/17/12	09/27/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$750.002		0.00	NM	8	\$6,000.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	MTWT---			4		\$750.00			0.00					
Week:		09/24/12	09/30/12	MTWT---			4		\$750.00			0.00					
E 7	KSNV	09/22/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	-----SS			2		\$750.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/17/12-09/23/12		Sa-Su News 3 at Eleven		11pm-1135pm	-----SaSu	:30		(\$750.00)		0.00	NM				
Unresolved																	
[NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/24/12	09/30/12	-----SS			2		\$750.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
4	KSNV	09/24/12-09/30/12		Sa-Su News 3 at Eleven		11pm-1135pm	-----SaSu	:30		(\$750.00)		0.00	NM				
Unresolved																	
[NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
E 8	KSNV	09/22/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00		
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S-			1		\$225.00			0.00					
Week:		09/24/12	09/30/12	-----S-			1		\$225.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/24/12-09/30/12		Saturday Today		7a-9am	-----Sa--	:30		(\$225.00)		0.00	NM				
Unresolved																	
[PGM CHG = 5A-6A]																	
E 9	KSNV	09/23/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	0	\$0.00		

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Advertiser: Heck, Joe for Congress
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Estimate: 2690
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		Sunday Today	7a-8am		-----Su	:30		(\$200.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
Week:		09/24/12	09/30/12	-----S	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/24/12-09/30/12		Sunday Today	7a-8am		-----Su	:30		(\$200.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 11	KSNV	09/28/12	09/28/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
				Friday Prime 10-11pm											
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,400.00		0.00						
N 12	KSNV	09/19/12	09/21/12	Dr. Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	1		\$450.00		0.00						
Totals														57	\$34,275.00